

INTELLIGENT MULTIMEDIA E-CATALOG

ABSTRACT OF THE DISCLOSURE

An intelligent product catalog system provides for electronic creation, management and viewing of product information using a multimedia display system. A
5 central database repository stores the product information and provides for an unlimited number of product attributes and dynamic reconfiguration of the product information. The central database repository comprises a meta data system, a scheme system and an object model system. A plurality of applications access the central database repository, the applications being automatically adaptive to the dynamic reconfiguration of the
10 product information. A user interface provides display, sorting and filtering of the product information including the unlimited number of product attributes.